

INCENTIVES GUIDE

Incentives motivate and promote giving, advocating and volunteering.

When to add incentives

To encourage first-time donors to make a gift • To encourage a pledge increase or a leadership gift •
When employees attend meetings and campaign events • To persuade colleagues to turn in their pledge
form by a certain date • To educate colleagues about United Way and our community's Agenda for Change

Where to get incentives

Your organization • Ask your vendors for a small donation • Ask local businesses for a small donation •
Have managers or other employees offer to sign up and provide an incentive • Use company merchandise
or apparel • Use the United Way store at *unitedwaystore.com* • Have company credit cards that accrue points?
Redeem the points for prizes or gift cards!

No budget incentive ideas

Jeans day stickers • VIP parking spaces • Pass for a long lunch • Pass to sleep-in late • Office pot luck •
Office executive for a day • Traveling trophy for department with highest participation or percentage of increase •
Car started and windows scraped every day for a week • Donated items or gift certificates from vendors or local merchants

Incentives if you have a budget

Candy or treats • Free food - try hosting a luncheon or food cart • Extra vacation time • Movie theater passes •
Gift certificates to local restaurants, spas, gas, etc. • Tickets to sporting events • Weekend getaways